

# QUARTERLY LIST OF PROGRAMMING PROVIDING THE MOST SIGNIFICANT TREATMENT OF COMMUNITY ISSUES

KGMB Second Quarter 2010

April 1, 2010 — June 30, 2010

(Revised April 2011)

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### OVERVIEW OF ISSUE-RESPONSIVE PROGRAMMING

<u>Program</u>	<u>Day</u>	<u>Time</u>
Local News		
Hawaii News Now: Sunrise Early Edition	Monday to Friday	4:30-5:00 AM
Hawaii News Now: Sunrise at 5:00	Monday to Friday	5:00-6:00 AM
Hawaii News Now: Sunrise at 6:00	Monday to Friday	6:00-7:00 AM
Hawaii News Now: Sunrise at 7:00	Monday to Friday	7:00-8:00 AM
Hawaii News Now at 5:00	Monday to Sunday	5:00-5:30 PM
Hawaii News Now at 6:00	Monday to Friday	6:00-6:30 PM
Hawaii News Now at 10:00	Monday to Sunday	10:00-10:35 PM

All of the above programs are locally produced news programs presenting a mix of news, weather, sports and issue-responsive feature stories and segments. Regularly recurring segments include:

- (1) Eye on the Economy: During the Monday to Friday 5:00 PM newscast, business reporter Howard Dicus focuses on a single economic/business topic, including its impact on Hawaii. Typical duration is 1:20 to 1:40.
- (2) Wanted Wednesdays: A segment in the 6:00 AM Sunrise news on Wednesday, which profiles one of Hawaii's most sought-after fugitives. Since 2007, tips from viewers have led to more than 70 arrests of wanted felons that have been profiled. Typical duration is 1:30 to 1:45.

#### **Editorials**

General Manager Rick Blangiardi prepares and presents editorials for airing on KGMB. During the quarter, one editorial was aired each week, each of which typically aired three times — once at 5:00 PM on Monday, once at 6:00 PM on Tuesday, and once at 10:00 PM Friday (some aired fewer times, as noted below). The editorials typically last one minute, unless noted otherwise below.

#### **Public Services Messages**

Over the quarter, KGMB aired over 1000 public service announcements of thirty seconds in length, as well as announcements of fifteen seconds and one minute in length. Causes promoted included the Hawaii Foodbank Food Drive 2010, the Arthritis Foundation Hawaii's Arthritis Walk, the American Heart Association StartWalk, and the Big Brothers/Sisters Bowling Challenge.

Aha'i 'Olelo Ola Sundays 4:30-5:00 PM

An half-hour program, produced locally, that airs on Sundays from 4:30 to 5 p.m. In a news-magazine format, in-studio host Amy Kalili, a lawyer fluent in Hawaiian, introduces segments that focus on issues, people and events from a Hawaiian perspective. Fostering the unique cultural heritage of the community, the shows are conducted primarily in native Hawaiian language with English subtitles (with English portions including Hawaiian subtitles).

Aha'i 'Olelo Ola Monday to Friday In Sunrise newscasts

The station airs a two-minute version of "Aha'i 'Olelo Ola" in its Monday through Friday Sunrise local newscast. The segments, which typically air at 5:50 a.m., are in Hawaiian language with English subtitles.

Local Ventures Sunday 10:30-11:00 PM

A half-hour program focused on entrepreneurship, produced in Hawaii, that airs on Sundays from 10:30 to 11 p.m. Hosted by Kim Gennaula, formerly an anchor on KGMB, each episode profiles, in a documentary style, three to four entrepreneurs from Oahu and the Neighbor Islands, noting (for example) challenges faced and overcome. The series is sponsored by Central Pacific Bank.

### Specials Various Times and Lengths

During the quarter, KGMB aired a number of specials covering issues of interest and importance to the community. Specials aired included extensive coverage of environmental issues and Hawaii's lantern floating ceremony.

**60 Minutes** Sundays 6:00-7:00 PM

This CBS public affairs program features investigative reporting on controversial issues facing the American public. The program usually has three segments, each approximately fifteen minutes in duration.

The Early Show Monday to Friday 8:00-10:00 AM Saturday 5:00-7:00 AM

This CBS morning news talk shows features a variety of news, interviews, conversation, and entertainment segments.

48 Hours Mystery Saturday 9:00-10:00 PM

This CBS program provides documentary and news coverage primarily relating to crime and unsolved mysteries.

CBS News Sunday Morning Sunday 5:00-6:30 AM

This CBS program provides morning news programming in the format of a Sunday newspaper, featuring both news and lighter fare.

Face the Nation Sunday 6:30-7:00 AM

This CBS Sunday morning news talk show features interviews of political newsmakers as well as analysis of the week's major national issues. Most topics are discussed for a few minutes each.

# PROGRAMS PROVIDING MOST SIGNIFICANT TREATMENT OF COMMUNITY ISSUES

A. COMMUNITY ISSUES, including local and state laws and regulations, elections, local events, and matters concerning local businesses.

PROGRAM: Hawaii News Now

DATE/TIME AIRED & LENGTH: 4/6/2010 (5PM)

Length: 2:34

PROGRAM SUMMARY Uncle George Naope started dancing hula

when he was just 3 years old. Born during the Great Depression, he taught hula for 60-years.

PROGRAM: Hawaii News Now

DATE/TIME AIRED & LENGTH: 04/05/2010 & 04/06/2010 (5A, 5P, 10P)

Length: 1:50

PROGRAM SUMMARY Several hundred people gathered today at the

Ah Fook Chinen Civic Auditorium, to

remember a man who dedicated his life to hula.

PROGRAM: Hawaii News Now

DATE/TIME AIRED & LENGTH: 4/11/2010 & 4/12/2010 (5am, 10pm)

Length: 2:30

PROGRAM SUMMARY Retired Hawaii teacher, Irene Takeshita, is still

spending countless hours in the classroom. She's on a mission to educate children and adults about the dangers of diabetes.

PROGRAM: Hawaii News Now

DATE/TIME AIRED & LENGTH: 04/13/2010 & 4/14/2010 (5A, 10PM)

Length: 2:30

PROGRAM SUMMARY An O'ahu doctor hasn't forgotten his roots in

the Phillippines: Ben Galindo is dedicated to

helping the poor in his hometown.

PROGRAM: Hawaii News Now

DATE/TIME AIRED & LENGTH: 4/17/2010 (5P, 10P)

Length: 2:30

PROGRAM SUMMARY If you drove anywhere today, you saw all the

people wearing neon yellow shirts along the streets. They were collecting donations for the Hawaii Food Bank food drive. One of the busiest collection areas was in Kaneohe. One of the busiest collection areas was in Kaneohe. Dozens of volunteers held signs and fishing nets for drivers to drop cash and cans into. At the Mililani town center volunteers helped collect canned goods and money throughout the day. Nearly 100 volunteers helped out. And a similar scene on the big island - where cans and cash were collected at the Hilo WalMart. It was a huge day for the Hawaii Food Bank!

PROGRAM: Hawaii News Now

DATE/TIME AIRED & LENGTH: 5/4/2010 & 05/05/2010 (10pm)

Length: 3:00

PROGRAM SUMMARY Do you know CPR? Or have you taken a

class? Or seen it on TV? Doing it correctly when someone's life is on the line is not as

easy as it looks...

PROGRAM: Hawaii News Now

DATE/TIME AIRED & LENGTH: 5/5/2010 & 05/06/2010 (10pm)

Length: 3:00

PROGRAM SUMMARY If someone near you dropped to floor, suffering

cardiac arrest, would you know what to do? Last night we showed you C-P-R. But three other letters -- A-E-D -- can also make a difference when a life is on the line.

PROGRAM: Hawaii News Now

DATE/TIME AIRED & LENGTH: 5/7/2010 & 05/08/2010 (10PM)

Length: 2:30

PROGRAM SUMMARY Hurricane season starts in June. So it's time to

get prepared. Do you have a first aid kit? Do

you know what's inside of it?

PROGRAM: Hawaii News Now

DATE/TIME AIRED & LENGTH: 5/19/2010 & 05/20/2010 (10P, 5A)

Length: 2:50

PROGRAM SUMMARY

The power of meth's high leaves its victims

powerless. We take a closer look at Hawaii's desperate attempt to break the addiction what's

working? And what still needs work?

PROGRAM: Aha'i 'Olelo Ola (segment)

DATE AIRED: 05-03-10

PROGRAM SUMMARY Candidates in the special election for the

vacant seat at the U.S. House of

Representatives discuss their plans on federal

recognition for Native Hawaiians.

PROGRAM: Aha'i 'Olelo Ola (segment)

DATE AIRED: 05-12-10

PROGRAM SUMMARY

The month-long celebration of Native

Hawaiian art and artists kicks off with First

Friday.

PROGRAM: Aha'i 'Olelo Ola (segment)

DATE AIRED: 06-30-10

PROGRAM SUMMARY Local non-profit Project Focus Hawai'i helps

at-risk youth express themselves through a

camera lens.

PROGRAM: Editorial

DATE/TIME AIRED & LENGTH: 06-11-10 (10:00 PM)

Length: 1:27

The census bureau has released new information about Hawaii, measuring our population make-up today. One in five of us are over the age of sixty-five. Half are at least part Asian. The all-white population is now thirty percent statewide. Or is it? Census enumerators reported they had trouble getting responses from communities known to have a high proportion of native Hawaiians. Surveys are fascinating, but even with the census, it's good to keep in mind that they might not be dead-on.

PROGRAM:

Lantern Floating Ceremony

DATES/TIMES AIRED & LENGTH:

05-31-10 (6:30 PM) & 06-05-10 (6:00 PM)

Length: 1:00:00

PROGRAM SUMMARY

On Memorial Day evening, May 31, KGMB provided live coverage of Honolulu's traditional annual Lantern Floating Hawaii ceremony in remembrance of the deceased. The ceremony is Honolulu's version of Toro Nagashi, a Japanese tradition, which translate literally as "lantern offerings on water." Each Memorial Day at sunset, more than 40,000 Honolulu residents and visitors gather along Ala Moana Beach to set adrift more than 2,000 candlelit paper lanterns into the calm waters of the sheltered beach. Each floating lantern carries the name of loved ones, with messages of comfort for their spiritual journey. The ceremony is held on Memorial Day to also honor lives lost in war. The coverage was rebroadcast on Saturday, June 5.

PROGRAM:

News Special: Campaign 2010: Special

Election Debate

05-03-10 (6:30 PM) & 05-08-10 (3:30 PM)

Length: 1:30:00

PROGRAM SUMMARY

DATES/TIMES AIRED & LENGTH:

KGMB presents live debate with candidates running in a special election for the 1st congressional district of Hawaii. (Honolulu)

PROGRAM:

News Special: Campaign 2010: Special

Election Returns

DATES/TIMES AIRED & LENGTH:

05-22-10 (6:00 PM) Length: 1:00:00 Live coverage of the special election held for the 1st congressional district of Hawaii. PROGRAM SUMMARY

### B. ECONOMIC ISSUES, including local issues, labor matters, job opportunities, and the state of the economy.

PROGRAM: Hawaii News Now

DATE/TIME AIRED & LENGTH: 5/3/2010 (5PM)

Length: 1:40

PROGRAM SUMMARY Some potentially good news for the travel and

tourism industry. Howard Dicus joins us from

the Blaisdell with new airlift numbers.

PROGRAM: Hawaii News Now

DATE/TIME AIRED & LENGTH: 5/11/2010 (5PM)

Length: 1:40

PROGRAM SUMMARY

The defense department is preparing to move

navy and marine corps resources from Japan to Guam. This means billions in construction work, and a great deal of it is going to Hawaii

companies.

PROGRAM: Hawaii News Now

DATE/TIME AIRED & LENGTH: 5/18/2010 (5PM)

Length: 1:40

PROGRAM SUMMARY Hawaii's health insurance market takes a hit.

The state's largest health insurer and another provider reports a big drop in revenues.

PROGRAM: Hawaii News Now

DATE/TIME AIRED & LENGTH: 5/19/2010 (5PM)

Length: 1:40

PROGRAM SUMMARY

The state is out with its revised economic

forecast. It's a teensy bit more bullish!

PROGRAM: Hawaii News Now

DATE/TIME AIRED & LENGTH: 5/21/2010 (5PM)

Length: 1:40

PROGRAM SUMMARY Hawaii unemployment fell two tenths in April

to six-point-seven percent. Not only is that good news...it's even better than it looks!

PROGRAM: Hawaii News Now

DATE/TIME AIRED & LENGTH: 5/25/2010 (5PM)

Length: 1:40

PROGRAM SUMMARY The state is already sending out tax refunds.

Even some paper refund checks have gone out

a little earlier than expected.

PROGRAM: Hawaii News Now

DATE/TIME AIRED & LENGTH: 6/4/2010 (5PM)

Length: 1:40

PROGRAM SUMMARY Today's land use decision is a milestone in

efforts to preserve the southeast Oahu coast from Hanauma Bay to Makapu'u Point. But it's

probably not the last.

PROGRAM: Hawaii News Now

DATE/TIME AIRED & LENGTH: 6/8/2010 (5PM)

Length: 1:40

PROGRAM SUMMARY Home sales are running about a third better on

Oahu this spring, with prices up from last year.

PROGRAM: Hawaii News Now: Eye on the Economy

Segment

DATE/TIME AIRED & LENGTH: Mondays - Fridays (5:00 P.M.)

Typical Length: 1:20 to 1:40

PROGRAM SUMMARY During this weekday broadcast, business

reported Howard Dicus focuses on an

economic issue of local interest and concern.

PROGRAM: Editorial

DATE/TIME AIRED & LENGTH: 04-16-10 (10:00 PM)

04-19-10 (5:00 PM) 04-22-10 (6:00 PM)

Length: 1:28

The Merrie Monarch festival was great reminder of the power of Hawaiian culture and the spirituality of our shared home. It also showed us how much we have to do to get our economic engine churning again. The festival did generate work... On the other hand, the festival barely moved the needle on fifty-four percent big island hotel occupancy. We've got the airlines betting on us... Five percent more airline seats than last year. Let's pour on the aloha! Let's make sure those who visit us this spring have unforgettably wonderful visits.

PROGRAM:

Editorial

DATE/TIME AIRED & LENGTH:

04-23-10 (10:00 PM) 04-26-10 (5:00 PM) 04-29-10 (6:00 PM) Length: 1:22

PROGRAM SUMMARY

Recently our camera took you inside a Bellanca Pacemaker, the first plane that Hawaiian airlines ever flew, starting in 1929. The Bellanca can teach us some modern lessons, I think. Hawaiian, then called Interisland Airways, gave free aerial tours to show people what it was like to fly. Free samples of new products is as effective today as it was 81 years ago. Second, Hawaiian management today saw value in reconnecting their employees with their heritage. Third, one of the most frequent pilots of the Bellanca is Mark Dunkerley, Hawaiian's CEO, More corporate CEO 's should get their hands dirty from time to time so they, too, can see the big picture as the employees do.

PROGRAM:

**Editorial** 

DATE/TIME AIRED & LENGTH:

04-29-10 (6:00 PM) 04-30-10 (10:00 PM) 05-03-10 (5:00 PM) Length: 1:27

The biggest thing holding back Hawaii's economy now is the cost of fuel. It's the fuel bill that has them packing you in like sardines. The fuel bill impels them to charge you extra for meals and bags. That's why it's a good thing that Governor Lingle vetoed a dollar-a-barrel tax on oil.

PROGRAM:

Editorial

DATE/TIME AIRED & LENGTH:

06-18-10 (10:00 PM)

Length: 1:22

PROGRAM SUMMARY

Governor Lingle and state tourism officials have completed a trip to China to drum up tourism and trade. The sheer size of China has everyone saying what a great tourist market it's going to be. If Chinese tourists come here in large numbers, are we ready? How many truly fluent Mandarin speakers have we got? Do we understand modern Chinese culture or only the old ways? Pretty soon now, this is going to

matter.

PROGRAM:

Editorial

DATE/TIME AIRED & LENGTH:

06-25-10 (10:00 PM)

Length: 1:22

PROGRAM SUMMARY

What's in a name? Chevrolet confirms its new ad agency is asking employees to stop saying Chevy. The investment website, Motley Fool, says when BP finishes cleaning up the gulf it should change its name. In Hawaii, Hackfeld's met anti-German sentiment by renaming its retail chain, Liberty House. It's a good thing when consumers give you an affectionate nickname, like coke, mac or Chevy. Second, maybe a good way of judging a business's behavior is when its brand name is too admired to even consider changing.

PROGRAM:

60 Minutes

DATE AIRED:

05-09-10

"Walking Away" – a report on the growing phenomenon of "strategic default' – the situation that occurs when a homeowner, who actually can afford to continue his mortgage payments, decides to simply walk away from the house, because it is now worth as little as half of what he originally paid for it. Includes interviews with Arizona homeowners Chris and Dana Deaner; Jane Ellen Schoolick and Danny Kuene; and Thomas Hansen. Also includes interviews with David Stevens, commissioner, Federal Housing Administration; Chad Ruyle, co-founder, youwalkaway.com; Brent White, law professor, University of Arizona.

PROGRAM:

DATE/TIME AIRED:

PROGRAM SUMMARY

Local Ventures

**Sundays (10:30 PM)** 

A half-hour program focused on entrepreneurship, produced in Hawaii, that airs on Sundays from 10:30 to 11 p.m. Hosted by Kim Gennaula, formerly an anchor on KGMB, each episode profiles, in a documentary style, three to four entrepreneurs from Oahu and the Neighbor Islands, noting (for example) challenges faced and overcome. The series is sponsored by Central Pacific Bank.

## C. EDUCATION ISSUES, including education standards, school safety, budget matters, outside-of-the-classroom learning, etc.

PROGRAM: Hawaii News Now

DATE/TIME AIRED & LENGTH: 4/25/2010 (5PM)

Length: 0:10

PROGRAM SUMMARY Coming up next on Hawaii News Now at five-

a major hurdle, cleared in the fight to end school furloughs. Lawmakers free up 67million dollars for students. But is it enough?

PROGRAM: Aha'i 'Olelo Ola (segment)

DATE AIRED: 04-19-10

PROGRAM SUMMARY The Hawaiian language revitalization

movement is rooted in the Hawaiian language immersion preschools, a couple of which are

celebrating their silver anniversaries.

PROGRAM: Aha'i 'Olelo Ola (segment)

DATE AIRED: 05-07-10

PROGRAM SUMMARY

The Native Hawaiian non-profit Alu Like

promotes literacy in Hawai'i's charter schools with the second annual Charter School Book

Fair.

PROGRAM: Aha'i 'Olelo Ola (segment)

DATE AIRED: 05-10-10

PROGRAM SUMMARY Preschoolers and parents at the Kawaiaha'o

Hawaiian Immersion Preschool gear up for the

annual Ocean Awareness Festival.

D. ENVIRONMENTAL ISSUES, including conservation, global warming, littering, environmental issues particular to Hawaii, environmental education, and political issues.

PROGRAM: Aha'i 'Olelo Ola (segment)

DATE AIRED: 05-06-10

PROGRAM SUMMARY Veteran Native Hawaiian filmmaker Puhipau

debuts his latest documentary on genetically modified kalo at the first annual 'Ōiwi Film

Festival.

PROGRAM: Life in These Islands

DATE/TIME AIRED & LENGTH: 04-22-10 (6:30 PM)

Length: 1:30:00

PROGRAM SUMMARY

This special celebrates Hawaii's unique cultural heritage as well as provide practical ways in which we can move into a more positive and sustainable future. The messages are conveyed through music, storytelling and "aloha" — those qualities from different parts of the community that make Hawaii a special place for "kama'aina" and "malihini" alike. The program aims to inspire those who have

been raised in Hawaii as well as those who have come to make Hawaii their home.

PROGRAM: 60 Minutes

DATE AIRED: 05-16-10

PROGRAM SUMMARY "The Blowout" – an investigation into the

causes of the explosion of the Deepwater Horizon oil drilling rig in the Gulf of Mexico on April 20<sup>th</sup>, resulting in an ongoing oil leak into the waters off of Louisiana. Discussed are the roles and responsibilities of the companies involved: Transocean, owner of the rig; BP,

owner of the well; and Halliburton, a

subcontractor.

PROGRAM: Face the Nation

DATE AIRED: 06-06-10

PROGRAM SUMMARY Conv

Conversation topics including: percentage of how much oil continues to escape since BP placed a container on top of the well / factors behind the varying estimates of twelve to nineteen or twelve to twenty-five thousand barrels of oil a day leaking into the Gulf of Mexico / need for BP to improve processing financial claims for those affected by the spill / role of the U.S. military in cleaning up the spill / oil remediation and long-term environmental impacts will continue into the fall of 2010.

E. NEIGHBOR ISLAND ISSUES, including matters of particular concern to residents of and visitors to Hawaiian islands other than Oahu, including events, park status, tourism, politics, and local culture.

PROGRAM:

PROGRAM:

Hawaii News Now

DATE/TIME AIRED & LENGTH: 4/5/2010 (5pm) Length: 1:40 The Merrie Monarch Festival attracts visitors PROGRAM SUMMARY from all over the world, giving Hilo a big boost. All week long, Howard Dicus will be in the 'city by the bay,' covering the business angle. Tonight-- he has news about a new airline route to Hawaii that's already being scrapped. PROGRAM: Hawaii News Now 4/7/2010 (5PM) DATE/TIME AIRED & LENGTH: Length: 2:40 Our sunrise crew is reporting from Hilo all PROGRAM SUMMARY week long. Today we visit a local drive-inn that's has a recipe for success. With the ever dipping economy...the eatery manages to keep customers coming back for more. Hawaii News Now PROGRAM: 4/8/2010 (5 PM) DATE/TIME AIRED & LENGTH: Length: 1:50 It's Thursday -- and that means our latest PROGRAM SUMMARY update on jobless claims are in. And as always our business reporter Howard Dicus has the scoop -- this time, live from Hilo. Hawaii News Now PROGRAM: 05-05-2010 (5PM) DATE/TIME AIRED & LENGTH: Length: 1:40 Big Island home sales activity has picked up... PROGRAM SUMMARY

Hawaii News Now

DATE/TIME AIRED & LENGTH: 6/30/2010 (5PM)

Length: 0:09

PROGRAM SUMMARY The highest percentage of physician shortage

when compared to population is on the big island, followed by Maui County, Kauai., and

Oahu.

PROGRAM: Editorial

DATE/TIME AIRED & LENGTH: 04-09-10 (10:00 PM)

04-12-10 (5:00 PM) 04-15-10 (6:00 PM)

Length: 1:22

PROGRAM SUMMARY Hawaii News Now personnel who spent a

week in Hilo for Merrie Monarch knew before they flew that Hilo has a strong sense of

community and sweeter air than they're used to here on the traffic isle! But for understanding the Big Island's special economic challenges, there is no substitute for the time our people spent in Hilo, talking to literally hundreds of

residents. Oahu has fewer mortgage delinquencies, lower unemployment, and higher hotel occupancy. It simply did not feel as much recession pain. As Hawaii works to climb back to prosperity, it's important for decisionmakers in Honolulu to remember that things can look very different from islands

other than Oahu.

# F. PUBLIC SAFETY ISSUES, including health education and awareness, homeland security, crime prevention, police conduct, and fire safety.

PROGRAM: Hawaii News Now

DATE/TIME AIRED & LENGTH: 5/20/2010 & 05/21/2010 (10P, 5AM)

Length: 3:40

PROGRAM SUMMARY Graduation season is here and along with the

celebrations -- often comes alcohol. That's a big concern for an Oahu woman. We first met Tracy Ah Mook Sang last year, searching for the man accused of giving her 15-year-old daughter a fatal dose of alcohol. Since then, the grieving mother has been on a mission to keep other children from meeting the same fate.

PROGRAM: Hawaii News Now

DATE/TIME AIRED & LENGTH: 6/30/2010 (5:00 PM)

Length: 0:19

PROGRAM SUMMARY A new study proves that adults in Hawaii are in

pretty good shape. According to the report, Hawaii is the fifth-least obese state in the country. The report found that 68-percent of American adults are either overweight or obese. Mississippi weighs in as the heaviest.

PROGRAM: Hawaii News Now

DATE/TIME AIRED & LENGTH: 6/30/2010 (5PM)

Length: 2:30

PROGRAM SUMMARY

As June comes to an end, so does men's health

month. But it should be a focus year round because too many men wait to get medical attention until it's too late. One man who learned that lesson shared his story for our

monthly checkup

PROGRAM: Hawaii News Now: Wanted Wednesdays

Segment

DATE/TIME AIRED & LENGTH: Wednesdays (6:00 AM)

Typical Length: 1:30 to 1:45

PROGRAM SUMMARY Each Wednesday morning, the station profiles

one of Hawaii's most sought-after fugitives.

PROGRAM: Aha'i 'Olelo Ola (segment)

DATE AIRED: 06-21-10

PROGRAM SUMMARY The Native Hawaiian Men's Health Care

Conference brought together 600 Hawaiian men from across Hawai'i to rediscover their role as Hawaiian men in modern society.

PROGRAM: Aha'i 'Olelo Ola (segment)

DATE AIRED: 06-22-10

PROGRAM SUMMARY

Men at the Native Hawaiian Men's Health

Care Conference learn the cultural and nutritional value of traditional Hawaiian diet.

PROGRAM: Aha'i 'Olelo Ola (segment)

DATE AIRED: 06-23-10

PROGRAM SUMMARY

Men at the Native Hawaiian Men's Health

Care Conference discuss the role that culture

plays in healing the Native Hawaiians

nowadays.

PROGRAM: Aha'i 'Olelo Ola (segment)

DATE AIRED: 06-25-10

PROGRAM SUMMARY The Native Hawaiian Men's Health Care

Conference gives attendees the cultural perspective they need to fulfill their responsibilities as Hawaiian men.

PROGRAM: 60 Minutes

DATE AIRED: 04-04-10

"Going Smokeless" — a report on the introduction of new smokeless tobacco products by companies like R. J. Reynold and Philip Morris, focusing on a product called Snus, a tiny tea bag-like pouch filled with tobacco which is tucked under one's upper lip and curbs the craving as the nicotine is absorbed into the gums. Also discussed are Camel Dissolvables, tobacco in the shape of little tablets that melt in your mouth and give a punch of nicotine equal to as much as two cigarettes.

PROGRAM: 60 Minutes

DATE AIRED: 04-25-10

PROGRAM SUMMARY "Boosting Brain Power" – a report on the

prevalent use of prescription drugs like Ritalin and Adderall and Provigil – the first two originally intended to combat attention deficit disorder (ADD or ADHD), the latter intended to treat narcolepsy – by college students and others trying to improve their mental function

and boost their brain power.

PROGRAM: 60 Minutes

DATE AIRED: 05-23-10

PROGRAM SUMMARY "Are They Safe?" – an investigation into

questions about the safety of phthalates, chemicals found in everyday plastics, and their possible effects on humans, particularly on the

sexual development of male fetuses.

PROGRAM: 60 Minutes

DATE AIRED: 06-13-10

PROGRAM SUMMARY "Sabotaging The System" – a report on

computer hackers who can disable critical infrastructures in major cities, disrupt essential services, steal millions from banks, infiltrate defense systems, extort public companies and

sabotage our weapons systems.

PROGRAM: 60 Minutes

DATE AIRED: 06-27-10

PROGRAM SUMMARY "Fight For A Cure" – a report on epilepsy, a

brain disorder affecting nearly three million Americans and which may not be getting the research and funding it deserves. President Obama's senior advisor David Axelrod and his wife, Susan, talk about their oldest daughter, Lauren, who was diagnosed with epilepsy. Susan and two other mothers started CURE, a nonprofit organization to raise awareness and

fund innovative epilepsy research.

### **Public Service Announcements:**

- o Foodbank Food Drive: From April 13 to 16, KGMB aired 28 public service announcements of :30 in length promoting the Hawaii Foodbank Food Drive 2010, which collects both money and food donations to help feed needy families in Hawaii.
- o Arthritis Walk Hawaii: During April, the station aired 28 public service announcement of :30 in length promoting the Arthritis Foundation Hawaii's Arthritis Walk, which raises funds to find a cure for arthritis.
- o American Heart Association StartWalk: From June 9-30, KGMB aired 45 public service announcements of :30 in length promoting this annual walk event to raise money for the American Heart Association.
- o Big Brothers/Sisters: From June 10 to 30, KGMB aired 68 public service announcements of :30 in length promoting the Big Brothers/Sisters Bowling Challenge, which raises money and promotes awareness of the Big Brothers/Sisters of Hawaii.

### G. TRANSPORTATION ISSUES, including traffic, air travel news, travel construction, and relevant political issues.

PROGRAM: Hawaii News Now

DATE/TIME AIRED & LENGTH: 4/1/2010 (5PM)

Length: 1:20

PROGRAM SUMMARY A decision is expected sooner rather than later

on Hawaiian Airlines' request to fly between

Honolulu and Tokyo.

PROGRAM: Hawaii News Now

DATE/TIME AIRED & LENGTH: 5/11/2010 (10PM)

Length: 2:45

PROGRAM SUMMARY A state known for high gas prices is becoming

the "go-to spot" for alternative fuel options. Just days after a Korean manufacturer tapped Hawaii to build electric cars, General Motors announced a deal with the "gas company" to bring hydrogen powered cars to Hawaii.

PROGRAM: Hawaii News Now

DATE/TIME AIRED & LENGTH: 5/7/2010 (5PM)

Length: 1:40

PROGRAM SUMMARY Hawaiian Airlines is going to Japan! The U-S

Department of Transportation has passed over to much larger airlines to give Hawaiian one of four landing slots at Tokyo's close-in Haneda

Airport.